# YSoft SafeQ

# An optimized print environment reduces printing costs by 20%

## NORDJYSKE Medier, Denmark

Case Study

**NORDJYSKE MEDIER**

“After the Konica Minolta and YSoft SafeQ solution was implemented, both the number of inquiries and the number of maintenance tasks for the IT department fell to an absolute minimum. Operations and the stability of the system have also improved. And from a cost savings perspective, we reduced overall print costs by 20%."

**Kim Faarbæk**
**Controller, NORDJYSKE Medier**

## Introduction

A large media company's fleet of printers had grown unwieldy—and the cost of printing had skyrocketed. The company wanted to optimize the entire print environment and implement a solution to centrally manage printing and control costs.

## Customer profile

NORDJYSKE Medier, a Danish media group based in Jutland, publishes several newspapers, operates two radio stations, a round-the-clock TV channel, and a number of websites. The group has approximately 600 employees and 11 primary locations.

## Challenge

NORDJYSKE Medier's printer fleet had grown slowly over time. With four brands and 44 different printer models—many of which were inefficient and expensive desktop printers—managing and maintaining the print environment was extremely difficult and time-consuming. Reliability and uptime suffered, while the cost of printing continually increased.

The company's goal was to find a solution that would streamline the entire print environment, simplify the management of printers throughout the company, and meet employees' printing needs. Among the desired outcomes were reducing the cost of printing, lowering electricity consumption and $CO_2$ emissions, and increasing employee productivity.

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## Solution

NORDJYSKE Medier and Konica Minolta Denmark conducted an Optimized Print Services (OPS) analysis throughout the company. The analysis was revealing: the company was printing more than eight million pages per year—with almost half being printed on smaller, more expensive desktop printers instead of Multifunction Printers (MFPs) with a lower cost per page. It was clear that the existing print environment was inefficient, resulting in huge hidden costs.

Konica Minolta recommended consolidating the fleet by installing more cost-effective MFPs, removing the desktop printers, and implementing YSoft SafeQ, a comprehensive and robust print management solution. Now, instead of more than 150 printers of various makes and models, the company has 45 Konica Minolta MFPs, all centrally managed and monitored by YSoft SafeQ. By replacing a diverse multitude of smaller printers with fewer, larger, networked MFPs, Konica Minolta was able to reduce total cost of ownership, increase workflow efficiency, and bolster document security.

## Result

With the help of Konica Minolta and YSoft SafeQ, NORDJYSKE Medier reduced overall printing costs by 20 percent. Other areas of savings include:

- **Fewer print drivers.** By consolidating brands and models, fewer print drivers are required—and less time from IT to manage and update them.

- **Less troubleshooting.** Whereas IT previously spent 20-30% of its time responding to problems with desktop printers, there are now fewer inquiries regarding printing issues.

- **Simplified toner supply.** Instead of keeping an inventory of many different types of toners for a vast range of printers, most of the new MFPs use the same type of toner. As a result, IT spends much less time ordering and maintaining supplies.

- **Less waste.** The newly optimized and centrally managed print environment helps eliminate wasted resources of all kinds – from lower power consumption due to removal of desktop printers – to waste-saving features such as the ability to reduce the number of needlessly printed, uncollected print jobs.

- **Centralized control.** IT has complete control over user access with the ability to use role- and rule-based security. Monitoring and reporting is easy as well.

In addition to cost-saving benefits, YSoft SafeQ has significantly improved the work environment for employees. Separate printer rooms give staff an opportunity to get up from their desks to collect their print jobs instead of sitting in front of their monitors all day, and offices stay cooler without the heat generated by desktop printers. And the YSoft SafeQ Print Roaming feature enables employees to print their jobs at the most convenient printer anywhere in the company.

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